

Applied Leadership and Management in the Workplace

Module Assignment Submission

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1. Statement of Confirmation of Authenticity

By the act of making this submission, the student declares that this is the work of the student named above. The work has not, in whole or in part, been knowingly presented elsewhere for assessment, or where assessment has been built on a previous assessment, this has been identified. Where materials have been used from other sources it has been properly acknowledged. If this statement is untrue, the student acknowledges that an assessment offence has been committed.

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2. Front Page

2.1. Business name

Clarity Business Consulting

2.2. Logo



2.3 Your name as the owner / manager

Linda Bera

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4. Executive Summary:

This business plan will discuss the development of an independent management consultant specialising in small-to-medium sized enterprises (SMEs) and start-ups. With an academic Business Management and practical focus on improving original performances we provide targeted evidence-based solutions that strengthen decision making, operations, and enhance long-term business sustainability.

This business plan outlines development of Clarity consulting, a solo consultancy designed to deliver impact, affordable, and accessible management support to businesses that lack the necessary resources to hire large consulting firms. The consultancy focusses on diagnosing inefficiencies, improving managerial capability at all levels and guiding the clients through structured improvement plans that will deliver measurable results.

The plan details the consultancy's market opportunity that offer service, competitive positioning, pricing strategy, and financial protections, clear pathway to sustainable growth. It will also highlight the increase demand for practical hands-on consulting

support amongst SMEs particularly those who face operational strains, leadership gaps or early-stage instability.

Clarity consulting aims to become a trusted partner for businesses seeking clarity, structure and improved performance. We offer a combination of management audits, tailored improvement plans, management coaching and ongoing advisory support. The consultancy will provide help to clients to build stronger foundations, reduce inefficiency and achieve long term stability.

5. Introduction

5.1. What is your Business Idea:

Clarity is an independent business consultancy who specialise in start-up or small-to-medium sized enterprises (SMEs). The aim of the business is to leverage external business management expertise to ameliorate inefficient management and leadership challenges. The business aims to provide targeted evidence-based solutions that will help strengthen the decision making and enhance long-term business.

5.2. What is the legal status of your business:

Business Consultants who engage in Sole Trading are specified as self-employed and are responsible for their own Taxes, National Insurance and Business Liabilities. Business consultants must register with HM Revenue & Customs (HMRC) for Self-Assessment to pay Income Tax and Class 2 / Class 4 National Insurance.

5.3. Ownership – management team details:

Clarity Business Consultancy will be registered as a Sole Trader in Bridgend, U.K.

Owned and directed exclusively by Ms. Linda Bera.

Linda Bera is an advisor that specialising in transforming small-to-medium sized enterprises (SMEs) in a managed organisation. With a several years of experience in management and leadership, Ms. Linda Bera helps businesses build effective leadership and functional teams.

Clarity delivers direct executive expertise and implementation without a large overhead.

5.4. Product/Service Details:

Clarity will provide a service to enterprises who are struggling with optimisation, workflow and restructure plans for businesses and auditing the current workflow to cut costs together with keeping a record of profit margins, cash flow/losses and market strategies.

6. Operations

6.1. How much will you get from each income stream?

Clarity Business Consultant will operate independently; we estimate a figure of annual gross revenue ranging from £85,000 in the first year to £120,000-£250,000 once established. The hourly rate starts £50 to £150+ per hour depending on experience and bills. The hourly income stream for new consultant's charges £50 - £100 per hour independently.

The sole trader will work remotely creating a business plan once the customer figures are known and pricing for the service is established. This is based on client's requirement for the length of the project, i.e. how many hours or working days the consultant spends on the project.

6.2. Locations, premises, equipment:

The business operates out of Bridgend and within a 40-mile radius of the office, with leeway given for wider expansion as demands and availability necessitates. Initial premises are the home office of Linda Bera, equipped with desks and chairs and refreshment facilities. Wi-Fi is used along with their own laptop and mobile phone. As demand increases, and if deemed necessary, additional staff may be recruited on a similar work from home basis, potentially leading to the procurement of official offices as expansion dictates.

6.3. Production and distributions process:

A solo business consultant is different from a product-based business; the consulting process and recommended solutions are their product including how they are delivered to clients. The operational process of this business is to complete client-relevant research, investigating potential compliance and regulatory frameworks and using these outcomes to generate an actionable report highlighting the inefficiencies and areas for improvement in the business. From these, the consultant can then produce an action plan for addressing these issues and providing ongoing support as necessary and as the corporate client requests.

6.4. People, staff, suppliers:

Solo business consultants in local regions have very low fixed costs, it breaks down into recurring expenses such as insurance and software. When a solo consultant exceeds the capacity then there is a need of trusted specialists instead of employees. The solo consultant might rely on flexible remote staff, and business services will keep the consultancy running legally and smoothly.

6.5. Systems and Processes:

The consultant may require licenses for systems to enable effective client management, delivery of services, finance and marketing. The client corporation may have these the clarity consultant can evaluate if the native platforms used by the clients corporation are fit for purpose or suggest alternatives based on a review of their needs. Such systems are useful as they allow the clients corporation to provide easy access and consistency in recording and analysing all manners of data, be those process or operational compliance documentation or digital communication and workflow collaborations.

6.6. Health & Safety, legal compliance:

As a solo consultant, health and safety risks of working from home are legible but risk assessments for basic hazards such as electrical faults are carried out. Furthermore, health and safety requirements of the client company will be followed on visits as appropriate. The consultancy will comply under legal requirements including data protection, confidentiality obligations, professional indemnity insurance and accurate financial activities comply with HRC regulations. All client information is stored and processed securely in line with ethical and regulatory standards.

6.7. Licences required:

Business consultants that trade solo require specific licences, registrations, or certifications that depends on what type of consultancy is provided and how the business handles the data. The consultant is required to register the following two sources: firstly, ICO Data Protection Registration because client's information is used (names, emails, and phone numbers), and there is a small annual fee.

Secondly, Registration with HM Revenue and Customs (HMRC) as a solo trader as business consultant and to pay taxes.

7. Marketing:

7.1. How will you market your business?

To bolster the businesses outreach, Clarity will use online videos and webinars that answer common questions, utilising platforms like YouTube to generate leads. Furthermore, there are local networks that offer good opportunities to connect with local business leaders and join events alongside other businesses.

Another step in the marketing approach includes the use of direct outreach attempts such as phone calls and emails to initiate conversations with decision-makers rather than relying solely on automated mass messaging. By building relationships and developing our presence, we develop better rapport among the local small business community. In some instances, using an email marketing list can add consistent value through visibility. It is also useful to polish the companies google business profile for professionalism and visibility. For the consultant(s) and Clarity alike, it will also be useful to have an active and polished LinkedIn profile, which adds presence and credibility to the brand and the wider perception of our work.

This works wonders when we connect with clients and customers and have them post their testimonials on LinkedIn or their reviews on our google profile, which help generate credibility with a wider audience than just word-and-mouth alone. Part of the marketing campaign includes the use of measurable objectives that contribute towards our public perception and industry reputation.

7.2. What is your USP (Unique Selling Point)

Clarity will help mid-sized companies build leadership, accountability and management teams this will help the business structure to improve and align the existing staff. Offering clients hand on approach and provide more time with the client to gain their trust.

7.3. PESTLE and SWOT analysis:

7.3.1. PESTLE Analysis

Political: The government policies, tax changes, grants could affect the consultant's income or client willing to spend on fees.

Economic: The inflation and interest rates, client budgets and consultant fees, and the demand of markets.

Social: The client's experiences changes in daily life and therefor they require different advice.

Technological: For an advisory service to improve efficiency or to create new revenue streams.

Legal: The Data Privacy Laws, employment laws and industry rules must be adhere to by consultant and clients.

Environmental: Climate goals and green pressures changed how companies operate their businesses.

7.3.2. SWOT Analysis

A SWOT analysis using Humphreys model (Jain,2015) identifies the following:

Strengths (Internal): The consultant has a strong personality, approachable, organised, approachable and shows empathy.

Weakness (Internal): If there is a lack of confidence and IT skills are weak.

Opportunities (External): Taking part in business events to market the business.

Threats (External): Client's budget, regulatory changes, competition from larger/more established consulting firms and the pressure of consulting fees.

7.4. Competitor Analysis:

A solo business consultant will identify competitors from agencies, platforms and clients. The service analyses pricing structures and delivery methods. To study the marketing and present the business on LinkedIn with the package of consulting fixed prices for clients to view.

7.5. What is your specific market segment?

The specific market segment for a solo business consultant is small-to-medium enterprises and startups. They will provide a one-on-one advisory service that target segments and specialised measurable revenues.

7.6. Who, what, where are you targeting?

The consultant will target small to medium sizes enterprises. The business will specialise operations, implementation, building clients data, and leadership. The consultant is targeting businesses of a forty-mile radius from Bridgend to Newport.

7.7. What is the size of your market?

The market size is small to medium sized enterprises and startups.

7.8. Marketing objectives:

The business will create services that solve the client's exact problems. By launching a weekly LinkedIn strategy will generate three qualified calls per month and get more leads. The consultant can also change the consulting offer.

8. Revenue and Pricing Strategy

8.1. How did you arrive at your pricing strategy?

The pricing for the consultant's services is based after 6 months up and running.

8.2. How much will you charge for your goods and services?

The charge for an hourly service is between £50-£150.

8.3. How many income streams will you have?

There will be 2 income streams, firstly to hold a one-to-one consulting for active income, and secondly provide a workshop for leadership training to secure monthly income.

8.4. How much will you get from each income stream?

The first income stream is one-to-one and is a daily rate of £500/day. If the client pays a monthly fixed rate for 1 to 2 days, it will cost £1,000 to £2,000 for the month.

9. Financial Information

In this section, we are using figures to estimate the turnover, cash flow, profit and loss over a 12-month period:

The calculations are run over 12 months and include 20% estimated tax and a £2500 monthly personal salary drawing and mapping both profit and bank balance.

9.1. Turnover:

Monthly invoice £5,000 and £60,000 total for the year.

Net profit before tax: the revenue minus overheads and totals to £56,575 in pre-tax profit.

Tax provision (20%): the sheet automatically puts aside £665 in month 1 and £965 in months 2-12 as a safety.

Net profit after-tax: annual profit after accounting the tax is £45,260.

9.2. Cash flow:

Month 1 consultant balance is starting with £2,000, outgoings for equipment is £1,500 and £175 for overheads monthly, the tax provision is £665 and it's moved into savings. The first month's salary the consultant withdraws £2,500 as there is no clients the first month. The first month has a cash dip of - £2,840 (overdrawn).

Month 2 first client payment of £5,000, consultant pays bills, tax and the £2,500 salary and the bank account recovers - £1,480.

Month 3 another client payment of £5,000 arrives and after bills and salary the deficit shrinks to - £120.

9.3. Profit and Loss:

Month 4 with regular ongoing payments the bank balance goes in positive +£1,240 every month, by month 12 the consultant finishes the year with £10,720 in the main account and paid successfully £30,000 in total. The drawings and stored tax pot is £11,280.

9.4. Financial Focus

The consultant will consider that the biggest point of contention was in months 1 to 3 and will experience a cash crunch when waiting for the first 30-day invoice to pay.

9.5. How many customers or products sold do you need to break even?

If one long-term client books the consultant for 6 days every month the business will break even, all the other projects after that are nearly pure profit.

If 2-3 client's book for a year on 25-day digital transformation or strategy project, it will break even.

9.6. What is the ideal number of customers/products sold you need to make a comfortable living?

As discussed previously, one long-term client that booked 6 days every month or 2-3 clients on a 25-day digital transformation will help the business break even and will provide comfortable living.

9.7. What is the maximum number you can accommodate per session/for size of establishment/per day/week etc?

As a business consultant, the capacity is restricted by time requirement and ongoing support required for each project. If the work requires analysing or writing strategy reports or 1-on-1 coaching sessions, 2 clients require three hours a session. Maximum sessions per week 3-4 clients will keep business running.

9.8. How much profit do you need to make sure the business to be sustainable?

To ensure the consultancy is sustainable, the net profit needs to be £37,500 per year, this means the business must generate a minimum annual turnover of £40,900.

9.8.1. Example of figures:

£37,500 Net Profit before Tax

£30,000 – Personal Salary (drawings)

£7,500 – Income Tax & National insurance (estimated at 20%)

£0 – Business Retained Reserves (breakeven Safety).

10. Service overview of the business consultancy:

The consultant will have a clear understanding of the relationship of the client of the provide active monitoring that will ensure solutions being implemented. The consultant will adopt a client focused approach by working closely with the organisation to develop understanding of their internal processes and performance issues in the long-term.

The consultant will identify leadership gaps, and weaknesses that was the cause of performances in the business. The consultancy will define project scope, to allocate resources, develop a structured plan to achieve measurable improvements by addressing areas such as business growth, organisational restructuring, cost reduction and marketing. A core element of the service will be the delivering of leadership development and problem-solving workshops that is designed to strengthen management capability and align employees with organisational visions.

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